FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL									
OMB Number:	3235-0287								
Estimated average burden									

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Repo LEDOUX MARK A	2. Issuer Name and NATURAL AI	LTERI	NA ⁻	TIVES		(Che	Office - (-in 414	X 109	% Owner			
(Last) (First) 1185 LINDA VISTA DR	(Mido	lle)	3. Date of Earliest Tr 08/08/2007	ansaction	ı (Moı	nth/Day/Year)		X	below)	bel /Chairman	er (specify ow)
(Street) SAN MARCOS CA (City) (State)	78	4. If Amendment, Da	te of Orig	inal F	Filed (Month/E	· .	Line)	Individual or Joint/Group Filing (Check Applicable ine) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
	Table I	- Non-Deriva	tive Securities A	cquire	d, D	isposed o	f, or B	Benefic	ciall	y Owned		
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Yea	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Ir 8)		4. Securities Acquired (A) of Disposed Of (D) (Instr. 3, 4 5)			and Securities Beneficially Owned		6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership
				Code	v	Amount	(A) or (D)	Price		Following Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	(Instr. 4)
Common Stock		08/08/2007		F ⁽³⁾		10,941	D	\$6.9)1	100,176	D	
Common Stock		08/08/2007		M		25,000	A	\$3.02	4 ⁽¹⁾	125,176	D	
Common Stock										575,851	I	By LeDoux Family Limited Partnership
Common Stock										800	I	By self as Custodian for Jean- Marc Emile LeDoux
Common Stock										40,000	I	By IRA
Common Stock										28,000	I	By 401(k) Plan
Common Stock										800	I	By self as Custodian for Jeannette LeDoux
Common Stock										171,951	I	By self as Trustee for Marie Altmann LeDoux Family Trust

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transact Code (In 8)		of Der Sec Acc (A) Dis of (of Expiration Date Derivative (Month/Day/Year) Securities			7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Incentive Stock Option (right to buy)	\$3.024	08/08/2007		M			25,000	(2)	08/19/2007	Common Stock	25,000	(1)	50,000	D	

Explanation of Responses:

- 1. Represents exercise of incentive stock options.
- $2.\ The\ securities\ vested\ 34\%\ on\ August\ 20,\ 2003\ and\ 33\%\ on\ August\ 20,\ 2004\ and\ April\ 27,\ 2005.$
- 3. Represents the surrender of shares owned by Mr. LeDoux to the Company as payment of the exercise price for the incentive stock option exercised on August 8, 2007.

/s/ John Reaves on behalf of Mr. LeDoux under a Power of 08/09/2007 Attorney

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.